



Welcome to
Tucson



Did you know...
3.6 million people drive from
Mexico to Tucson each year,
spending over \$300 million
with local businesses?

ARE YOU GETTING YOUR SHARE?

Mexico

Vamos a
TUCSON•com

IF YOUR BUSINESS IS BUSINESS-TO-CONSUMER (B2C) AND YOU'RE LOOKING FOR NEW CUSTOMERS, THIS TARGET MARKET MAY BE A FIT FOR YOU!

¡Vamos a Tucson! can help you access customers visiting from Mexico. Started in 1997, it includes a wide range of enthusiastic business leaders from retail and resorts to healthcare, attractions, and restaurants all with a single mission in mind...making Tucson the “destination of choice” to visitors from Mexico.

Come by for a brief presentation to learn how you can get your share of the Mexico market.

DOOR PRIZES! Win an iPod Shuffle and more!

WHAT: Vamos a Tucson Mixer
WHERE: Embassy Suites Williams Center
5335 E. Broadway Blvd.
DATE: Wednesday, April 20, 2005
TIME: 5:30 PM – 7:30 PM
COST: \$10
RSVP: (520) 791-5199
Vamos@tucsonaz.gov



¡Vamos a Tucson! has worked for local businesses since 1997. Hear what our members say...

“Through our involvement in Vamos we’ve been able to promote more effectively in Mexico in addition to educating our retailers. We’ve seen great results.” Jill Harlow, Marketing Manager, Tucson Mall

“As a relatively new member, Vamos has helped us learn the ropes of marketing to Mexico. We’re already seeing results!” Juan Garcia, Precision Toyota of Tucson

“I’ve been going on the Vamos trade show trips for years – shaking hands and inviting people to come to Tucson and stay at our properties. It’s worked! Nearly 30% of our total hotel revenues come from Mexican visitors!”
Jerry Gutierrez, Executive Managing Director, Premier Hotel Group

“We’ve been amazed at the numbers of customers we’ve attracted through our Mexico marketing efforts. Tucson offers world class medical services. Why should Houston get all of the medical business from Mexico?”
Jim Snodgrass, Business Development Coordinator, Tucson Heart Hospital

“We have found customers from Mexico to be a very important target for Casino Del Sol, Casino of the Sun, and AVA Amphitheater. ¡Vamos a Tucson! is a well known brand in Mexico.” Ana Maria Medina, Hispanic Marketing Coordinator, Casino Del Sol, Casino of the Sun, & AVA Amphitheater